Permit #F00024786

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00024786 **Type of Permit:** FILMING **Release Date:** 02/18/2010

Production Company LANDAU BRANDED INC

Insured Company Name LANDAU BRANDED INC
Contact Phone No. 1 310-553-5200
Contact Phone No. 2 310-883-8814
Fax 310-553-5250
Address 1551 S ROBERTSON BLVD
LOS ANGELES, California 90035

Production Title MCDONALDS

Type of Production Commercial - Standard

Producer ELAN HERTZBERG

Director TBD TBD

1st AD TBD TBD

Production Manager HEATHER BLITSTEIN

FilmL.A. Coordinator Daniel Alvarez

Location Manager TRAVIS DIENER
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 310-553-6200

Location Assistant NONE NONE
Primary Phone Office - 310-553-6200
Secondary Phone

Fees

Posting 300	$26.00
Posting 600	$52.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE SAFETY OFFICER	$512.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY GSD - SECURITY OFFICERS	$574.00
FILMLA MONITOR FEES	$450.00

Total Permit Fee $3,346.00

Number of Locations 7

NOT A PERMIT

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Summary Information — Location

Permit Number F00024786
Production Company LANDAU BRANDED INC
Insured Company LANDAU BRANDED INC
Production Title MCDONALDS

Location Manager TRAVIS DIENER
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 310-553-6200

Location Address 200 N Main St, Los Angeles, CA, 90012

Location Names

Location Type Office Building

Location Description CITY HALL EAST (LOS ANGELES CITY GOVERNMENT BUILDING)

Film Dates 2/19/2010 - 2/19/2010 06:00 - 13:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Main St (Temple - Aliso) Curb.pdf
Landau Branded, Travis Diener.pdf
City Hall July 2009.pdf
Downtown LA July 2009.pdf

Equipment on Location

Type	Quantity
Cube Trucks	2
Generator	1
Stakebed Trucks	2
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	50
Extras	10
FilmL.A. Monitor(s)	1
GSD Officer(s)	1
LA City UFSO assigned	25013
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; ADJACENT CITY HALL EAST & FLETCHER BOWRAN SQUARE; WITH LAPD, CAN TRAVIS PULL INTO THE S/S OF TEMPLE OR THE W/S OF LOS ANGELES TO DL EQUIPMENT FROM STAKEBEDS & CUBES? ; AT: SOUTH LAWN, STEPS. AT CITY HALL EAST ON SOUTH/WEST CORNER PLAZA AREA. AT: PED BRIDGE THAT CONNECTS TO FLETCHER BOWRAN SQUARE & AT FLETHCER BOWRAN SQUARE; TALENT WALKS UP/DOWN STEPS, ON-ALONG-THROUGH PATHWAYS, FINDS A PLACE IN THE GRASS & EATS/DRINKS A MCDONALDS PRODUCT.; WITH LAPD, CAN TRAVIS PULL INTO THE N/S OF 1ST OR THE W/S OF MAIN TO DL EQUIPMENT FROM STAKEBEDS & CUBES?;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note UFSO REQUIRED FROM 0600 TO 1300

Coordinator Note *AREAS TO BE FILMED: SOUTH LAWN, TRIFORIUM, PEDESTRIAN BRIDGE OVER TEMPLE ST FROM

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Summary Information — Location

Permit Number	F00024786	**Location Manager**	TRAVIS DIENER
Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

CITY HALL EAST TO TRIFORIUM.*

COMPANY WILL NOT BE FILMING IN MORE THAN ONE AREA AT A TIME

TALENT SITTING ON GRASS ADJACENT TO 1 ST STEPS. 10 EXTRAS WALKING ON PATHS IN SOUTH LAWN AREA.

TALENT WALKING ACROSS PEDESTRIAN BRIDGE OVER TEMPLE ST. CAMERA PLACEMENT ON BRIDGE AND IN FLETCHER BOWRON SQUARE.

TALENT ON GRASSY AREA IN FLETCHER BOWRON SQUARE

Coordinator Note *1 GSD OFFICER REQUIRED 0600-1300 HRS*

Coordinator Note FILMLA MONITOR REQUIRED ON 2/19 FROM 6A t0 1P

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

Lane / Full Closure E/s Curb Main St., from Temple St. - to Aliso St

Approximate Footage 301 - 600

Date(s) 2/19/2010 to 2/19/2010 **Time(s)** 06:00 to 14:00

NO PERMIT

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Summary Information — Location

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Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

Location Address W 1st St & S Spring St, Los Angeles, CA, 90012

Location Names

Location Type Sidewalk

Location Description

Film Dates 2/19/2010 - 2/19/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cube Trucks	2
Generator	1
Stakebed Trucks	2
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	50
Extras	10
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; CAMEAR ON ALL 4 CORNERS, TALENT CROSSES STREET TO GET TO CITY HALL, TALENT ALSO WALKING ALONG THE S/S OF 1ST ST, FROM BROADWAY - TO SPRING ST.;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

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Summary Information — Location

Permit Number F00024786
Production Company LANDAU BRANDED INC
Insured Company LANDAU BRANDED INC
Production Title MCDONALDS

Location Manager TRAVIS DIENER
Primary Phone Mobile - 323-687-4990
Secondary Phone Office - 310-553-6200

Location Address 532 S Olive St, Los Angeles, CA, 90013

Location Names PERSHING SQUARE

Location Type Park

Location Description LOS ANGELES CITY REC AND PARK (SPECIAL FACILITY) / PERSHING SQUARE

Film Dates 2/19/2010 - 2/19/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions

Equipment on Location

Type	Quantity
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	50
Extras	10

Filming Activities LOCATION CANCELED FEES DUE;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note LOCATION CANCELED FEES DUE

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs W/S OLIVE AVE., 6TH ST. - SOUTH 160' (CANCELED FEES DUE)
S/S 6TH ST., OLIVE AVE. - WEST 150' (CANCELED FEES DUE)

Approximate Footage 0 - 300 **Log Number** 10-10733

Date(s) 2/19/2010 to 2/19/2010 **Time(s)** 07:00 to 22:00

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Summary Information — Location

Permit Number	F00024786	**Location Manager**	TRAVIS DIENER
Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

Location Address Sepulveda BL, Jefferson BL, Culver Bl, Vista Del Mar AV, Imperial Hwy Inclusive (excluding E/B Imperial Hwy, State portions of Sepulveda BL), Los Angeles, CA, 90094

Location Names

Location Type Driving grid

Location Description

Film Dates 2/19/2010 - 2/19/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No stopping or setting up in front of merchants or residents without prior approval
Traffic Officers Required

Equipment on Location

Type	Quantity
Camera cars	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	40
Extras	5
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Car-to-Car; Driving shots with the flow of traffic; Exterior Dialogue; Exterior establishing shots; 1 Pic. car & 1 Tow truck; Camera in car or cam mounted on hood/trunk; Single direction ITC;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : To Be Determined
Street :

Crew Parking
Location Type : To Be Determined
Street :

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Summary Information — Location

Permit Number	F00024786	**Location Manager**	TRAVIS DIENER
Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

Location Address 872 Via de la Paz, Pacific Palisades, CA, 90272

Location Names

Location Type Business

Location Description CHEF MAKERS COOKING ACADEMY

Prep Dates 2/19/2010 - 2/19/2010 14:00 - 20:30

Film Dates 2/19/2010 - 2/19/2010 16:00 - 19:30

Strike Dates 2/19/2010 - 2/19/2010 19:00 - 21:00

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	2
Motor Homes	1
Picture vehicles	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	40
Extras	5
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Rain effects; Actors on sidewalk run under an awning to get out of the ; Rain FX with rain bar or rain maker;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMLA MONITOR REQUIRED ON 2/19 FROM 1PM TO 9PM

Parking

Base Camp
Location Type : To Be Determined
Street : Could be the 100 spaces in the PCI lot for Will Rogers?

Crew Parking
Location Type : Private Parking Lot
Street : same as base (TBD?)

Posting "No Parking" signs E/s Via De La Paz, Antioch St. - South 600'

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Summary Information — Location

Permit Number	F00024786	**Location Manager**	TRAVIS DIENER
Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		
Approximate Footage	301 - 600	**Log Number**	10-10734
Date(s)	2/19/2010 to 2/19/2010	**Time(s)**	11:00 to 22:00

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Summary Information — Location

Permit Number	F00024786	**Location Manager**	TRAVIS DIENER
Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Names WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 2/19/2010 - 2/19/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	1
Picture vehicles	2
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	45
Extras	10

Filming Activities Drive by; Drive ups & away; Equipment on property; Exterior Dialogue; Exterior establishing shots; In PCI LOT 3; Hero car is broken down & a tow truck pulls into to take it away, background on sand or in p-lots, walking around or ridigin bikes for beach ambiance.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Company must contact PCI directly for parking requirements and activities on PCI property

Coordinator Note ACTIVITY ON PARKING LOT ONLY BETWEEN TOWERS 5 TO 7;

NO WATER ACTIVITY

Coordinator Note ALL PRODUCTION VEHICLES MUST WE PARKED WITHIN LEGALLY MARKED STALLS

Coordinator Note SPIKES TO BE LOWERED FROM 10AM TO 4PM

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Summary Information — Location

Location 6 of 7

Permit Number	F00024786	**Location Manager**	TRAVIS DIENER
Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

Parking

Base Camp
Location Type : LA County Parking lot
Street : 100 Spaces in the PCI lot 3

Crew Parking
Location Type : LA County Parking lot
Street : 100 Spaces in the PCI lot 3

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Summary Information — Location

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Production Company	LANDAU BRANDED INC	Primary Phone	Mobile - 323-687-4990
Insured Company	LANDAU BRANDED INC	Secondary Phone	Office - 310-553-6200
Production Title	MCDONALDS		

Location Address Sunset Blvd., Chautaugua Blvd., PCH, Temescal Canyon Rd., LA-Palisades Grid, CA, 90272

Location Names

Location Type Driving grid

Location Description

Film Dates 2/19/2010 - 2/19/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No stopping or setting up in front of merchants or residents without prior approval
Traffic Officers Required

Equipment on Location

Type	Quantity
Camera cars	1
Picture vehicles	2
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	25
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Drive ups & away; Exterior Dialogue; Exterior establishing shots; Pull over on Temescal Canyon Rd., to simulate the break down/tow truck pick up scene that is also slated for the beach. Actors on sidewalks next to ;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : LA County Parking lot
Street : 150 Spaces in PCI Lot at Will Rogers Beach

Crew Parking
Location Type : LA County Parking lot
Street : 150 Spaces in PCI Lot at Will Rogers Beach

NOT A PERMIT

SPECIAL FILMING CONDITIONS
LOS ANGELES CITY HALL

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The City of Los Angeles recently completed a $300 million dollar renovation and restoration of the historic Los Angeles City Hall. Since its construction, this unique building has been one of Los Angeles' most popular locations. To preserve and protect the historic integrity of the building, while allowing production to continue, the following Special Filming Conditions have been established.

PRE-PRODUCTION:

- **FilmL.A. will coordinate all scouting activity at City Hall**. City staff is generally required when scouting City Hall. FilmL.A. will determine when City staff is needed, and if necessary, coordinate the meeting.
- **Companies wanting to use City Hall must first reserve the facility through FilmL.A.'s reservation system.** FilmL.A. will maintain a calendar of filming activity, reserved filming activity and all special events at City Hall.
- **FilmL.A. will coordinate all filming activity at Los Angeles City Hall.**
- **A General Services representative and a General Services security officer will be required on all production tech scouts.**
- **During the tech scout, the production company must provide all anticipated filming activity information.** This information should include, but not be limited to, areas to be used for filming, lighting design, movements of cast and crew, equipment storage, equipment parking, catering, base camp, etc.
- **Following the tech scout, the production company must provide FilmL.A. a written, detailed list of final requests,** including, but not limited to, areas to be used for filming, placement of lights, removal or additions of signs, equipment storage, etc.
- **Removal of art work or signage must be approved by FilmL.A.** FilmL.A. will coordinate all requests with General Services.
- **Furniture removal is prohibited without prior approval.** If permission is granted, all removal details must be clearly stated on the permit.
- **To ensure agreement between the production company and the City regarding the condition of City Hall and the surrounding areas**, a pre-prep and post-strike walkthrough will be required with a General Services representative.
- **The FilmL.A. permit must reflect all activity in City Hall and surrounding areas.** Activity other than what is listed on the permit will not be allowed.

FilmL.A. Inc. NOT A PERMIT

SPECIAL FILMING CONDITIONS, LOS ANGELES CITY HALL, PRE-PRODUCTION CON'T:

- **Notification of filming will be coordinated and performed by FilmL.A.** FilmL.A. will ensure that the elected officials, city employees and the general public engaged in activity at City Hall are made aware of all film production activity.

- **Board of Public Works Hearing Room and the Mayor's Conference room are available for filming on a limited basis.** These rooms are regularly used to conduct city business, but will be made available for filming whenever possible.

PRODUCTION CONDITIONS:

- **For security purposes, all equipment will be searched prior to entering the building.** Cast and crew will also be required to pass through metal detectors**.**

- **Production company must provide the General Services Security Office with a complete list of names and drivers' license numbers** of all cast and crew prior to any activity. Certain individuals may be exempt for personal security purposes

- **Production company must provide badges for all cast and crew.** Badges should include picture identification and the production company's name or logo.

- **FilmL.A. Monitors will be required for all prep, strike and filming days.**

- **Access for the public and City Hall employees must be maintained at all times.** Intermittent pedestrian control is permissible during filming when stated on the permit.

- **Company must provide ample public signage regarding filming activity.**

- **Company must use layout board (or similar material) wherever equipment is moved or placed.** All equipment must have rubber or padded protectors on the equipment feet or equipment bottom.

- **Company must provide protection for walls wherever equipment is placed near walls.** Equipment may not be closer than 6 inches from walls.

- **Company must use the service elevator for the movement of equipment.** Other elevators are for city employees and the general public.

- **Adhesive tape shall not be used on painted surfaces including the interior and exterior metal frames of the windows**.

- **Window screens are permissible on the Temple Street and 1st Street windows.** Window screens may be hung from the 4th floor rooftop, but due to constant wind, counter weights must be used to secure screens. Gel may not be used on these windows.

- **Catering will be only allowed at the Triforium (or Fletcher Bowran Square) on Northeast corner of Main Street and Temple Street.** Crafts Services may be set up in the forecourt area on the Spring Street Steps. Layout board must be used under all craft service equipment & trash receptacles at all times. Catering is not allowed on the South Lawn of City Hall (1st Street).

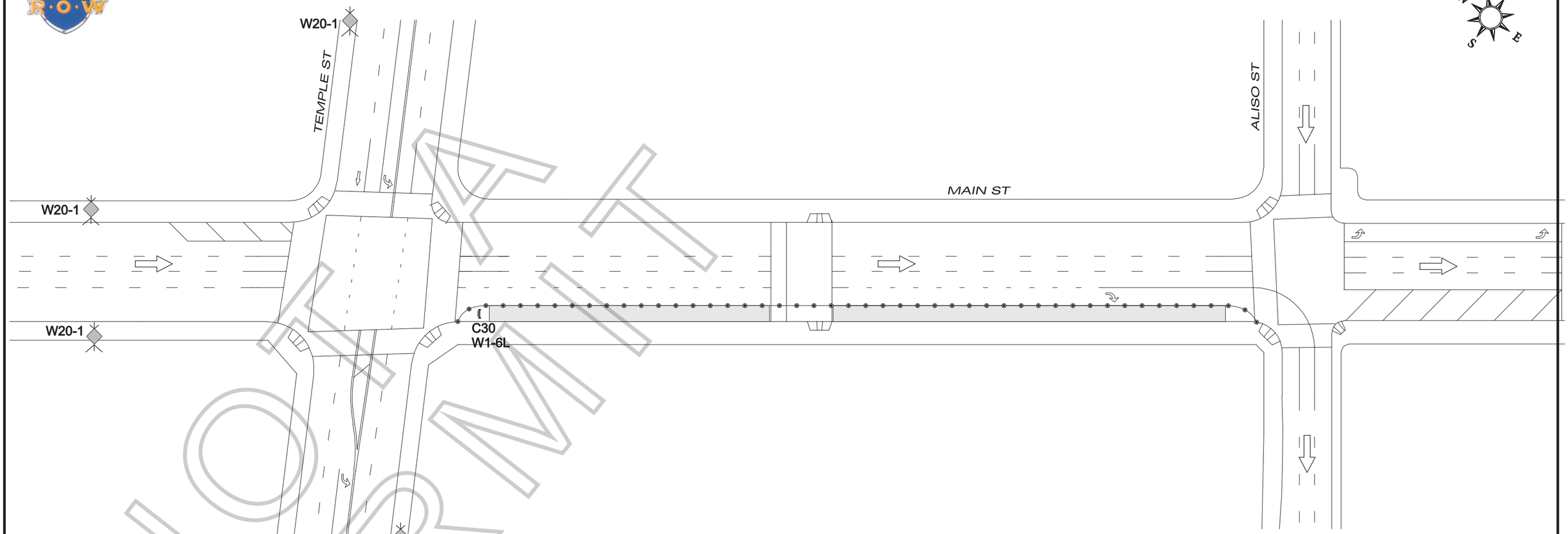
FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS, LOS ANGELES CITY HALL, PRODUCTION CON'T:

- **Equipment parking and/or lane closures are generally allowed on the following streets:**
  - South side of Temple Street from Spring Street to Main Street
  - North side of 1st Street from Spring Street to Main Street
  - Main Street may be used to load and unload at loading dock area only.
  - NO VEHICLES ARE ALLOWED TO PERMANENTLY PARK ON MAIN STREET AT ANY TIME.
- **Vehicles may not be parked on streets directly below the Mayor's Office.**
- **Company must work with MTA and DASH if bus stops need to be moved.**
- **Sidewalks surrounding City Hall may be used for filming activity** provided a minimum of 5 feet of public access is maintained at all times.
- **No cast and crew parking is allowed on area streets.** Company must provide off-street parking.
- **Company may base camp at the parking lot located at the corner of 4th Street and Main Street from 7:00am –10:00pm only, unless otherwise approved by FilmL.A.**
- **No cabling across Main Street, Spring Street, Temple Street or Los Angeles Street.**
- **In order to prevent damage, lighting must be kept away from all signs or vegetation.**
- **Company must return locations used for filming and equipment set-up to the same or better condition.**
- **Food and drinks, other than water and products used on-camera are not allowed in City Hall.**
- **Trash receptacles must be provided. All self-generated trash must be removed at the end of each day.**

FilmL.A. Inc.
NOT A PERMIT

Permit #F00024786



1. **DATE/TIME: 02/19/10 FROM 06:00 - 14:00 HOURS**
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

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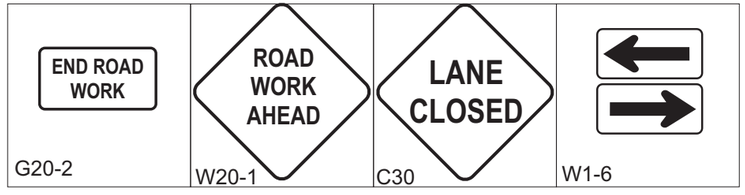
RIGHT OF WAY INC	TRAFFIC CONTROL FOR:	PROJECT LOCATION:	LOCATION CONTACT:
150 E. ARROW HWY., SAN DIMAS, CA 91773 PH: (626) 930-9292 - FAX: (626) 930-9220 CA LIC #792675 PLANS DRAWN BY: STEVE OSBORN TRAFFIC CONTROL PLANS ARE DRAWN PER MUTCD & 2009 WATCH MANUAL	McDONALDS PMT# F24786 LANDUA BRANDED, INC	MAIN ST TEMPLE ST - ALISO ST CITY OF LOS ANGELES, CA	P.P.S. / ALYJOE VALDEZ PHONE: (323) 465-9179 **FILM LA CONTACT**: DANIEL ALVAREZ



LEGEND:	
WORK AREA CLOSURE	TYPE I BARRICADE W/SIGN
CONE PATTERN DELINEATION	CONSTRUCTION WARNING SIGN

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Landay Branded ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 3/18/08

Representative's Signature

Travis Dienst

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Landay Branded

Name of Principal (i.e. company name) (Please Print)

1551 S. Robertson Blvd.
Los Angeles CA
90035

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA 90028
Ph. 323-465-9179 Fx. 323-465-9869

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SPECIAL FILMING CONDITIONS
RESIDENTIAL/COMMERCIAL AREAS OF
DOWNTOWN METROPOLITAN LOS ANGELES

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Downtown Los Angeles Central Business District is occupied by commercial/industrial businesses, as well as residential properties. There are also many popular hotels in the downtown area frequented by visitors taking advantage of our city's cultural, historical and recreational venues.

In order to better balance the concerns of business/commerce and provide for the residential aspects of this area of Los Angeles, FilmL.A. has developed the following Special Filming Conditions. Your cooperation in adhering to the Conditions will ensure the industry's continued access to these vitally important filming sites.

NOTE: THE FOLLOWING SPECIAL FILMING CONDITIONS DO NOT APPLY TO THOSE AREAS ZONED AS "LIGHT MANUFACTURING/PARKING" OR "HEAVY MANUFACTURING".

- **All filming activities (including parking of production equipment, cast/crew parking, catering, and preparation/strike) within 200 feet of any residential building (including hotels) are not permitted between the hours of 10 p.m. and 7 a.m. unless first approved by FilmL.A.** through the approved Filming Survey procedure and indicated on the permit.

- **Low level helicopter activity within ½ of a mile of residential buildings and taking place between the hours of 10:00 p.m. and 7:00 a.m. will not be allowed.**

- **All low-flying helicopter work in the vicinity of buildings, especially residential structures, requires the Federal Aviation Administration (FAA) reviewed and accepted plan of activities also to be filed with FilmL.A.**

- **Notification of the representatives of residents, merchants and businesses within 500 feet of all filming activities should be done 48 hours in advance of filming or substantial prep work, time permitting.** Additional notification beyond a distance of 500 feet may be required for permits requesting extraordinary filming activities, to be determined by FilmL.A.

- **Due to the congestion from normal commuter traffic, Intermittent Traffic Control (ITC) is generally not permitted on weekdays between the hours of 7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 7:00 p.m.**

- **Production companies are required to completely remove all trash, food, cardboard boxes, etc.** from the general vicinity at the end of each filming day. Food should **NOT** be given directly to the homeless persons in the area; if a production company wishes to donate food, it

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should be delivered to missions or groups in the area which are designated and sanctioned to distribute food and other supplies to the homeless. Production companies will be held responsible for the actions of catering companies contracted to provide food for cast and crew.

- **All of the Special Conditions referenced herein apply to filming in or near the 2nd and 3rd Street tunnels.** All filming activities within the tunnels between the hours of 10:00 p.m. and 7:00 a.m. must be contained to areas at least 100 feet from tunnel openings, unless signature approval is obtained from affected residential buildings near the tunnel entrances, and indicated on the permit. The activities may not be audible beyond tunnel openings, and lighting may not illuminate or affect any nearby buildings.

In addition to the conditions referenced above, production companies must adhere to the following conditions when filming on Lower Grand Avenue between General Thaddeus Kosciusko (GTK) Way and 4th Street:

- **The walls of Lower Grand Avenue are private property** and may not be dressed, painted, or used in any way unless permission is granted by the representative of the affected property. The following are the names and phone numbers of the most affected building representatives:

o Museum of Contemporary Art (MOCA)	Cari Stafford	213.621.2766
o One California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Two California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Wells Fargo Center (Maguire Properties)	Holly Mattan	213.253.4297
o Omni Hotel	Dan Pietrowski	213.617.3300
o Museum Tower & Grande Promenade	Aaron Bazile	213.229.9777
o Angelus Plaza	Joan Marke	213.623.4352

- **Blocking of loading docks or parking garage entrances and exits is strictly prohibited.**

- **No special effects, including smoke, steam or fog may occur on Lower Grand Avenue** without first obtaining clearance from the appropriate building contacts and maintenance engineers. Contact must be made at least **48 hours prior** to the proposed effect(s) unless appropriate, prior notifications to designated property management representatives have been made.

- **Generators may not be placed on the enclosed portion of Lower Grand Avenue. Suggested areas for generator placement are:**

1. the curb lane of 4th Street at least 200 ft east of Lower Grand Avenue;
2. the curb lane of 4th Street west of Lower Grand Avenue beyond the left turn lane; or
3. the center of Lower Grand Avenue directly under the openings to Upper Grand Avenue.

- **Companies must obtain property contact approval prior to covering or removing any building signage** and must replace removed/covered signs with temporary signage similar to the originals. If directional or street signage is removed, the production company must provide **complete directional signage** in the surrounding area, with emphasis on alternate parking entrances and exits. **Street signs may only be removed with FilmL.A. approval.**

- **Any filming activities requested and approved with less than 48-hour notification may not interfere with other ongoing activities in the area.**

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SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

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The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

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Permit #F00024786

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

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